

# A SALE AT SEEMINGLY IMPOSSIBLE PRICES.

But for want of space all the retailing of Richmond might concentrate to this one store and live to the best advantage that could be gathered from any part of the United States. The machine of price-making has again worked mountains of undreamed of wealth, and every visitor Monday will find a price-appeal from the thousands and thousands in merchandise that it will be difficult to evade. Want or no want, its the bounden duty of every man, woman, and child in and around Richmond to take advantage when goods are sold cheaper than they could ever be made for.



## The Sacrifice of the Handsomest Silks COMMANDS SUCCESS.

No one can, nor even ventures, to compete. The triumphs of such extensive purchases are rare anywhere. Such prices could not have been foreseen—not even for an out-of-season sale.

25 pieces French Black Crepe, in a perfect black; also in White, soft-finish French Crepe, very handsome for dresses or waists, worth \$1.50; special, 8c. yard.  
The Very-Best Changeable Taffetas, in all the new spring colors, you can buy them at \$1.25, for 65c. yard.  
A magnificent assortment of Fancy Silks in Louisine and Taffeta effects, including many high-cost novelties, which were made to sell for \$1 and \$2, now chosen for \$1.25.  
New French India Silks, in a full line of newest spring colorings, regular 8c. qualities, for 25c. yard.  
Our regular \$1.25 Black French Peau de Soie, the soft, most graceful kind, 22 inches wide, for 50c. yard.  
New French Poplins, a new and popular weave for entire costumes, in evening and street shades, including the most desirable Pearl-Gray; it's the \$2.25 quality, for 50c. a yard.  
Black Figured Taffetas, in small, neat designs, all the latest patterns, worth \$1.50, for 50c. yard.  
Black Satin Duchesse Royal, 27 inches wide, cannot be matched under \$2.25 anywhere, for 8c. yard.

**Ladies' Tailor Suits, all wool, two-toned, silk lined jackets, for \$4.50.**

Ladies' Men-Tailored Suits of All-Wool Homespun, silk lined new-cut jackets, percale-lined skirt, for \$5—a full \$5.50 value.

New, Jaunty-Cut Eton Suits of All-Wool Broadcloth, finest materials and tailoring, \$5.50.

Ladies' Tailored Dresses of Checked English Suitings, perfect cut and finest linings, tailor-stitched, for \$6.85, instead of \$8.

\$8.50 for All-Wool Black and Navy-Blue French Chevron Suits, jackets lined throughout with extra-heavy taffeta silk, 2-piece panel skirt, and cluster-stitched, a full \$15 suit.

Handsome Broadcloth Suits, strictly man-tailored, silk lined throughout, new flare skirts, jackets and skirts richly braided and button-trimmed, regular \$20 suits for \$14.50.

\$19.98 for Finest Tailored Suits of All-Wool Iguorox, French Chevron jacket, elaborately braided in applique designs, new 2-piece skirts, unmatched at \$27.50.

**Madrasine Wrappers, embroidery trimmed, best usual \$1 Wrappers, for 54c.**

Ladies' Finest Female House-Dresses, yoke, belt, and cuffs of solid-colors to correspond with tight-litting gathered-back entirely new, for \$1.

Handsome-Made Wrappers of Best-Quality French Batiste, new, dainty patterns, neatly trimmed with lace, \$1.25, for 50c. a yard.

Full New French in Vigoreux Twills, French Whipcord, Cassimere Cloths, and all the mixed effects, ranging in price from 50c. to \$1.50 the yard.

French Broadcloths and Venetian Covers, all shades, full 64 wide; these are the regular \$1.25 grades, 8c. a yard.

**\$1.00 All-Wool Black Novelty Stripe Crepons, 42 inches wide, for 45c. a yard.**

\$1 a yard for 44-inch wide Pure Mohair and Wool French Crepon, entire new designs, cost maker \$2.19 a yard.

Exquisite designs in Pure Silk and Wool Imported Crepons, in fluffy and tufted effects, \$2.25 a yard, worth \$3.50.

\$2.50 a yard for 44-inch All-Wool Brocade, with checked cross-bar running through it, this season's most desirable fabrics, \$3.25 a yard, actual cost \$2.75.

Prized High-Class Novelties, including this season's most stylish fabrics, were up to \$3.29 and \$3.50 a yard, choice at 75c.

6c. a yard for 44-inch All-Wool Brocade, with choice styles, that cannot be duplicated for less than \$1.19 a yard.

10c. a yard for 44-inch All-Wool Imperial Serge, best shade of Black and smooth, even texture, for 50c. a yard, can't be duplicated for less than \$1.19 a yard.

White Metal Beds, with heavy brass trimmings, for \$2.50.

White Metal Beds, heavy, hard enamelled, \$4.15.

Solid Color Matting, with laid-in designs, the usual 25c. grade, 12x2c.

Linen-Warp Matting, 11 patterns, all colors, the always 25c. Matting, at 15c. Danish China Matting, new carpet designs, any color, 25c.

**Five Frame Body Brush-**

**sel Caspets, for rooms, halls, and stairs, making, laying, and lining included.**

Half-Wool Ingrain Carpets, the 50c. kind, for 25c.

Stair Carpets, 5 odd rolls of Tapestry Brussels, were 75c., now 50c.; the Wilton Velvets, now 60c.

All-Wool Imported from Rooms or halls, were 50c., are now 25c.

Moquette Carpets, for libraries or parlors, were \$1.25, now 75c.

Smyrna Rugs for 25c.

10x12 Linen Chenille Rugs, fringed ends, for 31.25.

20x30-inch Smyrna Rugs, fringed ends, the \$2.25 rug, for 31.25.

1x2-yard Imperial Smyrna Rugs, regular price \$1.50, are here for 45c.

**White Scotch Holland Window-Shades, made to order with best Harts-**

**horn rollers, to 3-yard lengths, for 49c. complete.**

10x12 Linen Damask Table Cloth, 3 yards long, all White, or with fancy borders, fringed, usual best price \$2.25, this special sale's price \$1.25. At retail only.

20x30 Linen Double-Faced Red Turkish Towel, full size, to each.

Lace and Insertion Shams, all colors, 8c., from 75c.

Estimates cheerfully given on Made-to-Order Shams.

**Large bunches Daisies, 12 to a bunch, for 8c.; Violets, 3c.**

Large Roses, Purple, White, and Pink, 1c. each, round, real 25c.

On BUNCH A WHOLE HAT FULL, Violets, for 7c. a bunch.

Ladies' White Rough-Straw Sallies, 25c.; some in varied variety of novel effects, 10c. a yard.

YOUR SELECTION OUT OF 1,000 BABY CAPS—35c. ones equal to the usual 75c. ones; others are 25c., instead of 50c. &c. for some; never saw 50c. a yard.

A SPECIAL PRETTY LINE OF CHILDREN'S HATS.

**The Best \$1.50 Corsets made, special for 88c.,**

long-waisted; finest French sateen; carefully made and boned; silk hamming trimmings, 45c. a yard.

4x4 Fine Sea Island Percales, all the new prints for 75c.

10x12 Linen Corded Corded Madras, new effects, 16x24c. grade, for 95c.

Fine French Organza, in corded effects, 12x2c., imported to sell for 25c.

FROM 9.20 TO 9 O'CLOCK—Fine Brown Cotton, smooth finish, for 1c. a yard.

4x3 Sea Island Percales, in all this season's prints, 12x2c. a yard usually, 45c.

300 Ladies' Night-Gowns, embroidery and lace trimmed reverses, 39c. each.

Men's Soft Laundered Negligee Shirts, attached collar and cuffs, for 18c.

Men's Collarless Negligee Shirts, extra cuffs, fashion's correct sort for 1899, all assortments, 5c.

100 DOZEN MEN'S FAST-BLACK HANDBEDDED 12x2c. A PAIR, FOR 5c. A PAIR.

Men's Imported English Negligee Shirts, in a wide range of choice effects, 25c. each.

Soft Silk-Front Dress Shirts, made of fine cambric body and sleeves, the ideal summer negligee, 8c.

Puff-Bosom Shirts, White and neat hand-trimmed effects, the.

The best 8c. White Unlaundered Shirt on the Globe, Best-Wearing Shirt made is sold here at 8c.—pure linen.

100 White Cambric Shirts, trimmed in French Valenciennes lace, for 25c. Boys' Muslin Night-Robes, 45c.

FROM 9.10 TO 10 O'CLOCK—Ladies' Muslin Night-Gowns, lace-trimmed, neck and sleeves, full sizes, 25c. for a good 8c. value.

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